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Children's Television Programming Report

FRN: **0002710192** | File Number: **CPR-131652** | Submit Date: **07/07/2012** | Call Sign: **KSHB-TV** | Facility ID: **59444** |

City: **KANSAS CITY** | State: **MO**

Service: **Full Service Television** | Purpose: **Children's TV Programming Report** | Status: **Received** | Status Date:

07/07/2012 | Filing Status: **Active**

Report reflects information for : **Second Quarter of 2012**

General Information

Section	Question	Response
Attachments	Are attachments (other than associated schedules) being filed with this application?	

**Applicant
Information**

Applicant Name, Type, and Contact Information

Applicant	Address	Phone	Email	Applicant Type

Contact
Representatives
(0)

Contact Name	Address	Phone	Email	Contact Type
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Children's
Television
Information

Section	Question	Response
Station Type	Station Type	Network Affiliation
	Affiliated network	NBC
	Nielsen DMA	Kansas City
	Web Home Page Address	www.kshb.com

Digital Core
Programming

Question	Response
State the average number of hours of Core Programming per week broadcast by the station on its main program stream	3.0
State the average number of hours per week of free over-the-air digital video programming broadcast by the station on other than its main program stream	168.0
State the average number of hours per week of Core Programming broadcast by the station on other than its main program stream. See 47 C.F.R. Section 73.671:	3.0
Does the Licensee provide information identifying each Core Program aired on its station, including an indication of the target child audience, to publishers of program guides as required by 47 C.F.R. Section 73.673?	Yes
Does the Licensee certify that at least 50% of the Core Programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main Yes No program stream) did not consist of program episodes that had already aired within the previous seven days either on the station's main program stream or on another of the station's free digital program streams?	Yes

Digital Core
Programs(12)

Digital Core Program (1 of 12)	Response
Program Title	The Zulu Patrol
Origination	Network
Days/Times Program Regularly Scheduled	sa 10:00am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Based on the book series by Deborah Manchester, The Zula Patrol teaches science and astronomy facts to a target audience of children 6-10 years of age. The Zula Patrol is a group of six animated aliens, headed by Captain Bula, who carry out a variety of scientific space missions. During their missions, Captain Bula and his crew often encounter their foe, Dark Truder, and his minion, Traxie, who are trying to take over the universe. Over the course of the story, the audience learns different facts about specific space topics such as stars, planets, orbits, moons, asteroids, comets, gravity, and space probes. The information is then highlighted during a segment where crew member Professor Multo delivers his "Multo Moments" or summary of scientific facts from the story. Typically, the stories also provide a social-emotional tag based on tolerance and non violent conflict resolution.
Does the Licensee identify the program by displaying throughout the program the symbol E /I?	Yes

Questions	Response
Title of Program	The Zulu Patrol
List date and time rescheduled	06/24/2012/1:00PM
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06/09/2012/ZUL118
Reason for Preemption	Sports

Digital Core Program (2 of 12)	Response
Program Title	Shelldon
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:30am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Shelldon is an animated series about a school-aged yoka shell mollusk named Shelldon. He lives with his adoptive family, the Clams, in Shell Land, an undersea community populated by all sorts of sea species. Shelldon and his best friends, Connie (a cowrie shell mollusk) and Herman (a hermit crab), face a specific challenge in every episode. The problem may be managing a bully, improving their grades, learning how to be altruistic, or protecting their environment from natural and man-made disasters. In most cases, they rely on Dr. Shell, the most venerated intellectual and elder in Shell Land who teaches them and gives them opportunities to harness their potential and solve the problem. Each episode provides a direct social-emotional lesson and many episodes provide informational content relating to the sea life habitat of Shell Land and environmental conservation.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Shelldon
List date and time rescheduled	06/10/2012/1:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06/09/2012/013
Reason for Preemption	Sports

Digital Core Program (3 of 12)	Response
Program Title	Jane and the Dragon
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:00am
Total times aired at regularly scheduled time	12
Total times aired	13
Number of Preemptions	1

Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	1
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Set in medieval times, Jane and the Dragon is an animated show based on Martin Baynton's best-selling book about a middle-class medieval girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane's best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the King's Guard. Sometimes Jane learns a moral lesson, and other times she uses her analytical ability to illustrate how a problem can be made less complicated and easily solved.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Jane and the Dragon
List date and time rescheduled	06/03/2012/11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06/02/2012/JAN206
Reason for Preemption	Sports

Digital Core Program (4 of 12)	Response
Program Title	Babar
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:30am

Total times aired at regularly scheduled time	11
Total times aired	13
Number of Preemptions	2
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	2
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Babar, based on the books by Laurent de Brunhoff, is an animated show about a young orphaned elephant who finds the strength to rise above the challenges he faces, including the death of his parents, as he journeys through life. Each episode of the show develops a social emotional message such as taking responsibility, being patient and persistent in hard work, respecting people's privacy, learning to cope with unforeseen changes, and being honest. These messages emerge from the need to resolve a dilemma that is faced by Babar, one of his friends or family members.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Babar
List date and time rescheduled	06/03/2012/11:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06/02/2102/BAR202
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Babar
List date and time rescheduled	05/06/2012/11:30am
Is the rescheduled date the second home?	No

Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	05/05/2012/BAR209
Reason for Preemption	Sports

Digital Core Program (5 of 12)	Response
Program Title	Willa's Wild Life
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:00pm
Total times aired at regularly scheduled time	5
Total times aired	13
Number of Preemptions	8
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	8
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Willa's Wild Life, based on the book An Octopus Followed Me Home, by Dan Yaccarino, is an animated series centered on a six year old girl and her menagerie of animals. Willa lives at home with her father and pets, an elephant, a giraffe, a pair of performing seals, a bear, penguins, and lots of rabbits. In each episode, Willa faces a challenge at home, in school or in her neighborhood. With her animals and best friend Dooley as key elements of her team, Willa works on solutions to overcome her challenge. Together they find ways to maintain healthy friendships, experience success, develop competence, and become altruistic. With help from her animal friends, Willa figures out how to earn the things she wants by helping others. She learns to appreciate the friends that she has rather than trying to change to fit in with the "cool" group. She realizes that asking questions is better than jumping to conclusions. Whether at school, home or in the neighborhood, Willa finds a way to analyze her situation and learn from experience.

Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes
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Digital Preemption Programs #1

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	04/08/2012/10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	04/07/2012/WIL015
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	06/03/2012/10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06/02/2012/WIL006
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	06/17/2012/10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06/16/2012/WIL020
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
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Title of Program	Willa's Wild Life
List date and time rescheduled	05/20/2012/10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	05/19/2012/WIL007
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	0610/2012/2:00pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06/09/2012/WIL002
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	05/06/2012/10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	05/05/2012/WIL004
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	05/13/2012/10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	05/12/2012/WIL012
Reason for Preemption	Sports

Digital Preemption Programs #8

Questions	Response
Title of Program	Willa's Wild Life
List date and time rescheduled	04/29/2012/10:30am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	04/28/2012/WIL006
Reason for Preemption	Sports

Digital Core Program (6 of 12)	Response
Program Title	Pearlie
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:30pm
Total times aired at regularly scheduled time	5
Total times aired	13
Number of Preemptions	8
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	8
Length of Program	30 mins
Age of Target Child Audience	6 years to 10 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Pearlie is an animated comedy series based on the children's book series, Pearlie the Park Fairy by Wendy Harmer. Pearlie is an optimistic, light-hearted fairy who sees the good in everybody, but often gets into situations because her desire to help is larger than her capacity to deliver. Aimed for an audience within the 4 to 8 year old range, episodes focus on the importance of following the rules, using good judgment and learning how to avoid getting into trouble. Since Pearlie was appointed by Fairy Head Quarters (HQ) to keep Jubilee Park in sparkling order, she has constant challenges with her basic goal of keeping everyone happy and making sure the park functions smoothly. Pearlie's nemesis and cousin, Saphira, often takes advantage of Pearlie's good nature which requires that Pearlie must also frequently outwit the park bully. In each episode, Pearlie approaches new tasks and problems with a great deal of enthusiasm, but without the organization required to get the job done. Through plot developments and with the assistance of her friends, Opal and Jasper, she learns what to do and what not to do in each situation so the park can be restored to order.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Preemption Programs #1

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	06/10/2012/2:30pm
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06/02/2012/PEA109
Reason for Preemption	Sports

Digital Preemption Programs #2

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	05/20/2012/11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	05/19/2012/PEA107
Reason for Preemption	Sports

Digital Preemption Programs #3

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	06/17/2012/11:30am

Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06/09/2012/PEA106
Reason for Preemption	Sports

Digital Preemption Programs #4

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	05/06/2012/11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	05/05/2012/PEA101
Reason for Preemption	Sports

Digital Preemption Programs #5

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	06/17/2012/11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	06/16/2012/PEA103
Reason for Preemption	Sports

Digital Preemption Programs #6

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	04/08/2012/11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	04/07/2012/PEA110
Reason for Preemption	Sports

Digital Preemption Programs #7

Questions	Response
Title of Program	Pearlie

List date and time rescheduled	05/13/2012/11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	05/12/2012/PEA112
Reason for Preemption	Sports

Digital Preemption Programs #8

Questions	Response
Title of Program	Pearlie
List date and time rescheduled	04/29/2012/11:00am
Is the rescheduled date the second home?	No
Were promotional efforts made to notify the public of rescheduled date and time?	Yes
Date Preempted	
Episode #	04/28/2012/PEA105
Reason for Preemption	Sports

Digital Core Program (7 of 12)	Response
Program Title	Missing (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 1:30pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Missing is a weekly half-hour educational/informational series focusing on actual cases of missing persons. The series which is appropriate for family viewing and children ages 13 - 16 in particular, provides information and descriptions of missing children, including endangered runaways as well as victims of abductions. The show also presents peer-to-peer advice on safety in public places and in cyber space, including real world examples of how to avoid potentially dangerous situations. The program emphasizes taking active responsibility for personal safety and promotes situational awareness, presented in a calm and non-threatening manner suited for teenagers.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (8 of 12)		Response
Program Title		The Real Winning Edge (Multicast)
Origination		Syndicated
Days/Times Program Regularly Scheduled		SA 2:30pm
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		The Real Winning Edge is designed to help youth make winning choices in their lives in order to grow to be productive citizens. The series is based on role models who are making pro-social life choices. It delivers the kind of entertainment value they enjoy watching, while promoting a value system that enforces a strong sense of purpose and worthiness. The program consists three profiles of young achievers introduced by 3 celebrities in their particular sport or talent.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (9 of 12)		Response
Program Title	Wild America (Multicast)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SA 3:30pm	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series helps familiarize children with the animals of the North American continent. The main emphasis is on protecting endangered species and the impact that humans have while interacting in their environment. Each episode of the series will be specific to a particular animal. Topics will range from basic food gathering, mating, natural enemies, relationships to other animals, and the interaction of the specific ecology on the survival of the species.	
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes	

Digital Core Program (10 of 12)		Response
Program Title	SWAP TV (Multicast)	
Origination	Syndicated	
Days/Times Program Regularly Scheduled	SU 1:30pm	
Total times aired at regularly scheduled time	13	
Total times aired		
Number of Preemptions	0	
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program	30 mins	
Age of Target Child Audience	13 years to 16 years	

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SWAP TV is about two teenagers from different backgrounds "swapping" lives for a weekend. The program explores the opposite lives of the participating youngsters as they learn about different cultures and family settings. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Digital Core Program (11 of 12)		Response
Program Title		Laura McKenzie Traveler (muticast)
Origination		Syndicated
Days/Times Program Regularly Scheduled		SU 2:00pm
Total times aired at regularly scheduled time		13
Total times aired		
Number of Preemptions		0
Number of Preemptions for other than Breaking News		
Number of Preemptions Rescheduled		
Length of Program		30 mins
Age of Target Child Audience		13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.		This shows in-depth, high definition travle show offers entertaining, safe, educational and informational programming appropriate for children under 16. Through the use of on-site standups, voice over monolougues, enviromental b-roll and pop up "Travel Tips", Laura McKenzis Traveler provides an educational journey to significant destinations around the worl. Educational components of Laura McKenzie traveler are geogrophy, history, social enviroment, action and adventure, arts and entertainment, interviews with political leaders, transpotation, and more.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?		Yes

Digital Core Program (12 of 12)		Response
Program Title		Pets.TV (Multicast)

Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 3:30pm
Total times aired at regularly scheduled time	13
Total times aired	
Number of Preemptions	0
Number of Preemptions for other than Breaking News	
Number of Preemptions Rescheduled	
Length of Program	30 mins
Age of Target Child Audience	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program showcases pets from everyday to the unique with educational information that shares how they evolved to become pets and their geographic origins. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.
Does the Licensee identify the program by displaying throughout the program the symbol E/I?	Yes

Non-Core
Educational and
Informational
Programming (0)

Sponsored Core
Programming (0)

Liaison Contact

Question	Response
Does the Licensee publicize the existence and location of the station's Children's Television Programming Reports (FCC 398) as required by 47 C.F.R. Section 73.3526(e)(11)(iii)?	Yes
Name of children's programming liaison	Aaron Mansour
Address	4720 Oak
City	Kansas City
State	MO
Zip	64112
Telephone Number	816-932-4166
Email Address	mansour@kshb.com
Include any other comments or information you want the Commission to consider in evaluating your compliance with the Children's Television Act (or use this space for supplemental explanations). This may include information on any other noncore educational and informational programming that you aired this quarter or plan to air during the next quarter, or any existing or proposed non-broadcast efforts that will enhance the educational and informational value of such programming to children. See 47 C.F.R. Section 73.671, NOTES 2 and 3.	Program # 1 preemption report 1. Program preemption was origionally schedule on 6/10/12 @ 1pm but was joined in progress due to live sports running long. Entire program was rescheduled to listed date of 6/24/12 @ 1pm. Promotional efforts were made.

Other Matters (12)

Other Matters (1 of 12)	Response
Program Title	Noodle and Doodle
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Noodle and Doodle is an instructional series that features creating art projects and cooking projects around a specific theme. The show is hosted by Sean, who drives around in a double decker bus fully equipped with art supplies and a kitchen, all ready for any assignment. The projects encourage parent engagement and often feature families working together to make something for display in the chils home. Sean is accompanied by Doggity, an every faithful Beagle dog, who transforms into an animated character during interstitial trips to a parallel universe and kitchen full of prank playing animated characters. The art projects typically feature lessons on recycling materials for re-use in making art and always demonstrate that creativity can transform something intended for one purpose into something useful to achieve a completely different goal.

Other Matters (2 of 12)	Response
Program Title	Pajanimals
Origination	Network
Days/Times Program Regularly Scheduled	SA 10:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years

Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Pajanimals are a group of four preschool aged puppets who live together in house with their off-screen mother and father. We meet them in the bedroom, a dormitory of sorts, where they show us their nighttime routine of brushing their teeth and having quiet conversation before falling off to sleep. The quiet time, always turns into a discussion that results in a dream-like adventure to solve a problem, such as overcoming shyness, making a new friend, or dealing with a bully. The adventure takes place in several nighttime dream locales where special friends help them work through the socio-emotional problem of the day. Specific approaches to managing the problem are demonstrated and practiced during the adventure, and the children return home confident, getting ample rest for today and facing their issues tomorrow.
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Other Matters (3 of 12)	Response
Program Title	Poppy Cat
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:00am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Poppy Cat is based on the book series by Lara Jones and uses embedded lessons on imagination and storytelling to encourage creating thinking for preschool children. In each story the narrator, Lara reads a story about Poppy Cat, to her own cat named Poppy. She makes up a story that will be exciting and just follows her imagination to distant lands reached by boat, plane or train. Poppy Cat is the leader of his group of animal friends, and the story always features an underlying message about being nice to yet ignoring the antics of the resident bully, a badger named Egbert. The lesson is always to think creatively and exercise your mind through reading and storytelling because it will always lead to enjoyment and adventure.

Other Matters (4 of 12)	Response
Program Title	Justin Time
Origination	Network
Days/Times Program Regularly Scheduled	SA 11:30am
Total times aired at regularly scheduled time	13

Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Justin Time features and little boy, Justin, who wants very much to master his destiny, have great adventures, and solve problems. He begins with a problem that vexes him and daydreams his way into an adventure that takes him to different places around the world, but also provides him with an experience that helps him solve his problem when he returns home. While on the adventure he is accompanied by Olive, a knowledgeable imaginary playmate, and Squidgy the morphing flying sponge, who provides commentary and comedy along the way. Justins lessons involve learning, for example, that it takes focus to achieve success, failure can teach what we need to do to succeed next time, or when one path to solve a problem does work, you can find another way to get to your goal. Justin is all about self directed learning from the young childs perspective and imagination.

Other Matters (5 of 12)	Response
Program Title	Lazytown
Origination	Network
Days/Times Program Regularly Scheduled	SA 12:00pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Lazy Town promotes fitness and healthful habits for preschool children. It takes place in an imaginary setting, Lazy Town, and most episodes relate children eating and fitness habits to problem solving in their real world. The lead character, Stephanie, guides the audience through the story. She and her best friends, a group of puppets reside in Lazy Town, where her uncle is the Mayor Milford Meanswell. The underground spy and influencer who defines the ethos of Lazy Town is Robbie Rotten, and he is determined to ruin the health and fitness practices of Stephanie and her friends. When the kids get into difficulties with Robbie Rotten, it is Sportacus, gymnast/athlete who comes to the rescue from his home in a spaceship that hovers over earth, prepared to answer to any call for help. The ever-present theme of Lazy Town is to eat "sports candy, which consists of fruits and vegetables, get sufficient sleep, and go outside and engage in a wide range of physical activities, from playing games, holding athletic competitions, to building forts and play structures.

Other Matters (6 of 12)	Response
Program Title	The Wiggles
Origination	Network

Days/Times Program Regularly Scheduled	SA 12:30am
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	2 years to 5 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Wiggles is a musical variety show specifically designed for pre-school children. Starring Tony, Murray, Greg and Jeff, the Wiggles offers a montage of skits that are specifically designed for teaching and entertaining the preschool audience. Supported by an ensemble of characters, larger than life animals (humans dressed as animal characters) and a pirate, Captain Feathersword, the Wiggles teach numbers, letters, colors, matching and classifying what belongs together (or not), and following directions. There is dancing, occasional guest artists, and lots of visual interest for the viewer, while the lessons are broken down into easily understandable elements for the preschool child.

Other Matters (7 of 12)	Response
Program Title	Missing (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	Sa 1:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	Missing is a weekly half-hour educational/informational series focusing on actual cases of missing persons. The series which is appropriate for family viewing and children ages 13 - 16 in particular, provides information and descriptions of missing children, including endangered runaways as well as victims of abductions. The show also presents peer-to-peer advice on saftey in public places and in cyber space, including real world examples of how to avoid potentially dangerous situations. The program emphasizes taking active responsibility for personal saftey and promotes situational awareness, presented in a calm an non-threatening manner suited for teenagers.

Other Matters (8 of 12)	Response
Program Title	The Real Winning Edge (Multicast)
Origination	Syndicated

Days/Times Program Regularly Scheduled	SA 2:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The Real Winning Edge is designed to help youth make winning choices in their lives in order to grow to be productive citizens. The series is based on role models who are making pro-social life choices. It delivers the kind of entertainment value they enjoy watching, while promoting a value system that enforces a strong sense of purpose and worthiness. The program consists three profiles of young achievers introduced by 3 celebrities in their particular sport or talent.
Other Matters (9 of 12) Response	
Program Title	Wild America (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SA 3:30pm
Total times aired at regularly scheduled time	13
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This series helps familiarize children with the animals of the North American continent. The main emphasis is on protecting endangered species and the impact that humans have while interacting in their environment. Each episode of the series will be specific to a particular animal. Topics will range from basic food gathering, mating, natural enemies, relationships to other animals, and the interaction of the specific ecology on the survival of the species.
Other Matters (10 of 12) Response	
Program Title	SWAP TV (multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 1:30pm
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	SWAP TV is about two teenagers from different backgrounds "swapping" lives for a weekend. The program explores the opposite lives of the participating youngsters as they learn about different cultures and family settings. The program teaches tolerance of various races, creeds and backgrounds while exposing an appreciation to someone else's way of life.

Other Matters (11 of 12)	Response
Program Title	Laura McKenzie Traveler (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 2:30pm
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	This shows in-depth, high definition travle show offers entertaining, safe, educational and informational programming appropriate for children under 16. Through the use of on-site standups, voice over monolougues, enviromental b-roll and pop up "Travel Tips", Laura McKenzis Traveler provides an educational journey to significant destinations around the worl. Educational components of Laura McKenzie traveler are geography, history, social enviroment, action and adventure, arts and entertainment, interviews with political leaders, transpotation, and more.
Other Matters (12 of 12)	Response
Program Title	Pets.TV (Multicast)
Origination	Syndicated
Days/Times Program Regularly Scheduled	SU 3:30pm
Total times aired at regularly scheduled time	14
Length of Program	30 mins
Age of Target Child Audience from	13 years to 16 years
Describe the educational and informational objective of the program and how it meets the definition of Core Programming.	The program showcases pets from everyday to the unique with educational information that shares how they evolved to become pets and their geographic origins. Attributes and advice emphasized by guests instill a grounded balance of priorities, commitment, and perseverance children can apply to their lives.

Certification

Question	Response
<p>The undersigned certifies that he or she is (a) the party filing the Children's Television Programming, or an officer, director, member, partner, trustee, authorized employee, or other individual or duly elected or appointed official who is authorized to sign on behalf of the party filing the Children's Television Programming; or (b) an attorney qualified to practice before the Commission under 47 C.F.R. Section 1.23(a), who is authorized to represent the party filing the Children's Television Programming, and who further certifies that he or she has read the document; that to the best of his or her knowledge, information, and belief there is good ground to support it; and that it is not interposed for delay.</p> <p>FAILURE TO SIGN THIS APPLICATION MAY RESULT IN DISMISSAL OF THE APPLICATION AND FORFEITURE OF ANY FEES PAID</p> <p>Upon grant of this application, the Authorization Holder may be subject to certain construction or coverage requirements. Failure to meet the construction or coverage requirements will result in automatic cancellation of the Authorization. Consult appropriate FCC regulations to determine the construction or coverage requirements that apply to the type of Authorization requested in this application.</p> <p>WILLFUL FALSE STATEMENTS MADE ON THIS FORM OR ANY ATTACHMENTS ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. Code, Title 18, §1001) AND/OR REVOCATION OF ANY STATION AUTHORIZATION (U.S. Code, Title 47, §312(a)(1)), AND/OR FORFEITURE (U.S. Code, Title 47, §503).</p>	
<p>I certify that this application includes all required and relevant attachments.</p>	
<p>I declare, under penalty of perjury, that I am an authorized representative of the above-named applicant for the Authorization(s) specified above.</p>	<p>Scripps Media Inc.</p>

Attachments

No Attachments.